No.	KEY MARKET INDICATORS		20	005			20	06			20	07			20	08			200	9			20:	10	
March Marc		Q1	Q2	Q3	Q4	Q1	Q2	Q3	Q4	Q1	Q2	Q3	Q4	Q1	Q2	Q3	Q4	Q1	Q2	Q3	Q4	Q1	Q2	Q3	Q4
Part	,	208 020	210 600	224 762	222 800	225 614	224 221	24E 496	246 771	244 200	252 405	260 E12	269 520	272.000	274 507	202 255	20E 626	39F 410	404 461	410 241	422.092	424 161	420 E26	4EE 02E	4FE 414
March Marc	·							•	•																
Marches Marc		-		-	-	-	-		-	-	-	-	-	-	-	-					-	-	-	-	
	· · ·	49.14%	49.09%	49.28%	49.42%	49.64%	48.93%	48.59%	48.23%	48.94%	48.47%	47.74%	47.73%	47.81%	48.19%	48.47%	46.30%								
State Stat		-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	0.17%	0.63%		1.78%	3.09%	3.95%		
March Marc		-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	2.06%	2.44%	2.12%	2.06%	2.05%	2.14%	2.37%		
Column C	share of prepaid subscriptions:Vodafone Malta	50.86%	50.91%	50.72%	50.58%	50.36%	51.07%	51.41%	51.77%	51.06%	51.53%	52.26%	52.27%	52.19%	51.81%	51.53%	51.38%	49.64%	51.41%	51.61%	51.16%	50.74%	49.69%	49.71%	48.31%
Second continue of the conti		23,797	19,792	25,277	25,944	27,550	28,716	29,585	30,481	31,622	32,753	34,819	34,465	39,594	44,287	48,807	52,569	68,463	71,580	74,498	78,389	82,392	82,606	83,982	89,245
Marche Marche Marche Marche Marche Marche March Marche Ma		- 26 1404	- 45.030/-	- 36 670/ ₋	- 36 4304	- 35 6104	- 26 4704	- 27 2504	- 37 630/	- 20 050/-	-	42 50%	- 20 700/ ₂	-	- 42 570/ ₂	- 42 7994	- 42.010/-	- 22 0106	- 22 600/-		- 35 040/-	- 35 60%	- 37 60%	- 27 920/	- 36 200/-
Control of Control o	· · · · · · · · · · · · · · · · · · ·	-	45.05%	-	-		-	-		-	-	-	-	-	-	-	43.01%								
The part	share of postpaid subscriptions:Ping	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-				-		-		-
Column		-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-		-	-	-	-	-
Section Sect																									
Part		-		-	-		-		-	-		-		-	-		-								
Property				-					-			-		-			-								
The stand of the s																		, , , , , ,							
Marche M	Outgoing SMSs					, ,																			
Mathematic	Outgoing MMSs		·	·		,			·			·		•				·					· ·		
Trooper 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1	Roaming activity - minutes										,														
The street of th																									
Service of the control of the contro			355,531			345,212	402,398	514,246	•	420,265	•	638,337	575,245				684,720	704,915		1,144,361		870,273		1,390,106	1,112,426
Secretary Secret	Inbound roaming activity			, ,												. ,									
Marie of the properties Marie Ma								1														* * * * * * * * * * * * * * * * * * * *			
The section of the se	minutes received Average revenue per user (ARPU, €)																	, ,				, ,	, , , , , , , , , , , , , , , , , , , ,		
The secretary of the se				80.19%																					
Part																									
Section of the sectio							1,550	2/133	3/100	2,020	2,010	0,100	10,505	0,101	3/501	0,131	15/151	22,020	1 1/157	11/000	22,117	11,010	22/37	10,50	13,552
Second		204.015	204 627	204 042	204 222	202 964	204 010	204 640	204 749	214 610	220, 800	226 076	220 422	225 000	227 424	240 592	2/1 115	245 962	245 120	247 516	245 949	246 005	246 120	245 621	247 246
See also seed production control of the control of		204,913	-	204,943	-	203,864		-				· ·													
The series of th		-	-	-	-	-								,		,									
The specimen		-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	13.16%	14.20%	14.93%	15.31%	15.53%	15.46%	14.96%
The stand standard st		-	-	-	-	-	-	-	-	0.06%	- 0 1204	0 1604	- 0.150/-	- 0.130/-	- 0 110/		- 0.06%	- 0.00%	- 0.07%		- 0.05%	- 0.05%	- 0.05%	- 0.05%	
Part	· · ·	-	-	-	-	-	-	-	-	0.06%	0.12%	0.16%	0.15%	0.13%	0.11%	0.08%	0.06%	0.09%	0.07%	0.09%	0.05%	0.05%	0.05%	0.05%	0.05%
The proper stand proper SS		203,039	202,714	202,932	202,116	201,704	163,175	161,227	159,296	167,593	172,973	178,451	181,386	186,150	187,471	191,784	192,954	196,886	189,207	189,891	188,636	188,567	188,234	187,747	189,326
The section of the se																									
	share of postpaid subscriptions:Melita	-	-	-	-	-	-	-	-	6.67%	10.19%	14.00%	16.50%	19.77%	23.27%	25.27%	26.25%				24.97%				
The special subsponse of the special subsponse		-	-	-	-	-	-	-	-	- 2004	- 0.800/	1 2204	1 4204	1 470/	1 460/		1 250/								
March Marc		-	-	-	-	-	-	-	-	-	0.89%	1.33%	1.43%	1.47%											
The secretary se		1,876	1,923	2,011	2,106	2,160	2,235	2,309	2,335	2,448	2,525	2,330	2,171	2,124											
The secretary of the se	•																								
The secretary of the language states of grows of the language	·	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
The standard from team fro	·	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	1 5206	1 36%		1 130%	1 33%	2 08%	1 85%	1 82%
New york orders	·	_	_	-	-	-	-	-	-	-	_	_	-	_	-	_	_	-	-		-	-	-	-	-
New york orders	Postpaid subscritpions on a bundle offer	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	35,082	42,235	46,668	47,495	53,896	56,204	63,461	70,021
New York Province New York Pro	Outgoing voice calls	57,077,104	58,788,284	56,363,555	55,083,821	53,516,403	52,675,689	50,520,504	48,977,395	48,409,520	50,347,763	48,435,692	48,346,817	46,312,427	52,483,052	51,980,721	52,532,205	53,808,669			54,937,523				51,787,439
In the line in parties of the least postering in a large of the large																									
New Part of Conference Service Conference Co																									
1.00 1.00	Internet												302	301	2, .02	2,512	2,552	_,,555	_,,5_5	5.20	- 550	2,20	500	_,000	
Part		87 957	80 736	88 059	80 594	89 971	91 339	95 236	95 737	77 651	77 760	82 155	87 597	94 702	96 720	99 573	102 908	103 505	107 934	109 981	111 542	114 319	117 706	120 363	119 422
Marche Marche Marche Marche Marche Marche March Marche Ma	dial-up subscriptions																								•
Calles Associptions 17,785 17,795 18,795 18,795 29,995 29,995 18,795 29,995	broadband subscriptions	·																						120,276	119,372
19.5 subscriptions 19.6 su			17,752			22,936		29,142					42,185				51,983	50,972		54,524				54,056	51,319
Share CPOLL saccystance. CO 3.45% 3.54% 3.54% 3.54% 3.5.4% 3.5.4% 3.5.4% 4.59% 4.5.9% 4.5.9% 5.5.6% 4.12% 5.5.0% 5.5.4% 5.1.2% 5.5.0% 5.5.4% 5.1.2% 5.5.0% 5.5.4% 5.1.2% 5.2.5% 5.1.2%	·																								
there of Dis. subcorptiones: SS	•																								
share OSL Assortionis civer 5. 5. 96 4.399 6.399 6.4399 53.799 53.799 53.799 3	·	<i>3</i> 4.65% -		- 30.33%	40.30%		22.05% -	01.23%	04.U3% -	- 00.51%		70.25%		75.81%	78.45%		- 81.65%								
wine the subscriptions - - - - - - - - -	·	65.35%		63.67%	53.70%		44.35%	38.77%	35.97%	33.49%		29.75%		24.19%	21.55%		18.35%								
share of wrieless subscriptons: Value Subscrip	·	-	-	-	-		-	-	-	-	-	66	949	1,717	2,038	2,349	2,882								•
## share of wireless aubscriptions: Vocatione Walla - - - - - - - - -	•	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-								
1.00 1.00	·		-	_	_		-	-	-	-	-	100.00%	- 100 00%	100.00%	- 100.00%	100.00%	100.00%								
Trivide broadband subscriptions on a bundle offer	Fixed broadband penetration rate (%)	9.43%	9.80%	10.59%	12.19%	12.53%	13.03%	14.68%	16.26%	17.14%	17.31%														
Cuttle Pay TV subscriptions as at end of period 100,010 99,571 102,814 103,984 113,354 107,850 108,024 109,387 115,081 119,506 122,417 124,274 126,761 129,801 132,389 132,632 135,507 132,799 138,700 139,336 140,511 143,186 145,462 144,203 share of analogue subscriptions: Melita (cable) 100,00%	Fixed broadband subscritptions on a bundle offer	-		-								-		-			-								
citive Pay TV subscriptions as at end of period 10,010 99,571 102,884 103,984 113,584 107,850 109,038 89,514 87,667 77,347 75,646 77,7347 75,	Pay TV																								
analogue subscriptions analogue subscriptions: Melita (cable) 100.00%	Active Pay TV subscriptions as at end of period	100,010	99,571	102.814	103,984	113,354	107.850	108,204	109.387	115.081	119,506	122,417	124,274	126,761	129,801	132,389	132,632	135,507	132.799	138,700	139,336	140,511	143,186	145,462	144.203
share of analogue subscriptions: Melita (cable) 100.00% 100.00	analogue subscriptions								•																
share of digital subscriptions: Melital (cable) 100.00% 70.20% 64.93% 74.78% 72.70% 72.58% 70.08% 64.55% 64.75% 63.55% 63.45% 62.49% 62.63% 61.78% 59.70% 58.37% 59.18% 59.20% 58.42% 57.50% 54.91% 53.79% share of digital subscriptions: GO (DITV) 29.80% 35.07% 25.22% 27.30% 27.42% 29.92% 30.38% 35.45% 35.25% 36.45% 35.25% 36.45% 37.51% 37.37% 38.22% 40.30% 41.65% 40.82% 40.80% 41.65% 40.82% 42.50% 45.09% 46.21% 40.82% 40.80% 41.65% 40.82% 40.90% 41.65% 40.82% 40.80% 40.80% 41.65% 40.82% 40.80		100.00%	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%		100.00%	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%	
share of digital subscriptions: GO (DTTV) - 29.80% 35.07% 25.22% 27.30% 27.42% 29.92% 30.38% 35.45% 35.55% 36.45% 35.25% 36.45% 35.25% 36.45% 37.51% 37.37% 38.22% 40.30% 41.63% 40.82% 40.80% 41.68% 40.80% 41.68% 42.50% 45.09% 46.21% 40.21% 40.30% 40.40% 41.68% 40.80% 40.80% 41.68% 40.80% 40.80% 41.68% 40.80% 40.80% 41.68% 40.80% 40.80% 41.68% 40.80% 40.80% 41.68% 40.80%	digital subscriptions															·									
Post visus of a bundle offer v		100.00%																							
Post	, , ,																								
Fostal mail volumes Fostal mail volumes Fostal mail volumes Fost items Fost i	, ,	-	-	-	-	-	-	-	-	-	-	-			-			33,746	40,308	45,4/6	40,031	52,4/2	54,630	01,363	07,387
letter post items - - 11,984,418 6,774,409 7,298,863 6,792,811 14,654,227 5,760,584 4,957,849 4,372,411 5,887,327 3,280,360 3,551,115 3,709,913 5,354,965 3,608,871 4,140,685 3,824,916 5,351,187 bulk mail items - - 5,988,331 5,954,372 5,755,760 5,790,317 5,859,321 6,279,819 6,770,744 6,952,090 7,100,133 6,535,085 7,294,353 7,054,812 6,335,919 6,517,349 6,633,110 registered mail items - - 186,821 340,808 217,898 208,654 187,128 199,835 185,128 193,270 211,990 212,297 204,930 204,930 204,936 263,310					10 171 011	12.001.012	12 202 25 1	12.700.010	20.646.022	13.405.501	11.252.462	12.202.712	14.005.070	12.000.005	11 024 022	10.053.634	12.070.612	10.461.000	10.004.077	10.460.467	12.005.050	10.015.015	10.710.001	10 504 745	12.267.000
bulk mail items 5,988,331 5,954,372 5,755,760 5,790,317 5,766,818 7,370,661 5,422,250 6,123,632 7,560,654 7,731,171 5,859,321 6,279,819 6,770,744 6,952,090 7,100,133 6,535,085 7,294,353 7,054,812 6,335,919 6,517,349 6,633,110 registered mail items 186,821 340,808 217,898 208,654 210,318 341,249 216,688 223,062 245,842 187,034 199,835 185,128 193,270 211,990 212,297 204,930 220,849 230,357 224,466 226,316				-																					
registered mail items 186,821 340,808 217,898 208,654 210,318 341,249 216,688 223,062 245,842 187,034 199,835 185,128 193,270 211,990 212,297 204,930 220,849 230,357 224,466 226,316 263,310				-																					
parcel mail items 12,371 11,429 10,833 8,566 15,470 13,087 12,874 11,612 16,655 17,897 16,246 19,301 17,383 20,830 18,269 25,683 21,906 18,131 16,134 19,482		-	-	-				208,654				223,062			199,835	185,128	193,270	211,990	212,297	204,930		230,357			
	parcel mail items	-	-	-	12,371	11,429	10,833	8,566	15,470	13,087	12,874	11,612	18,112	16,655	17,897	16,246	19,301	17,383	20,830	18,269	25,683	21,906	18,131	16,134	19,482

KEY MARKET INDICATORS	2005	2006	2007	2008	2009	2010
Mobile Telephony						
Active subscriptions as at end of period	323,890	346,771	368,530	385,636	422,083	455,414
prepaid subscriptions	297,946	316,290	334,065	333,067	343,694	366,169
postpaid subscriptions	25,944	30,481	34,465	52,569	78,389	89,245
Outgoing voice calls	-	-	-	-	250,260,432	279,429,547
Outgoing voice traffic minutes	146,088,004	181,757,317	222,771,633	249,600,788	308,468,486	383,350,045
Outgoing SMSs	407,146,812	447,955,928	511,388,540	503,663,255	508,518,530	579,165,103
Outgoing MMSs	812,673	687,281	562,556	390,187	279,954	144,334
Roaming activity - minutes	25,886,579	28,676,380	36,722,616	43,919,926	42,750,148	47,973,639
outbound roaming activity	4,263,279	4,910,584	5,882,915	7,159,996	8,907,738	10,577,022
minutes made	2,861,763	3,213,821	3,758,187	4,430,256	5,397,741	6,202,419
minutes received	1,401,516	1,696,763	2,124,728	2,729,740	3,509,997	4,374,603
Inbound roaming activity	21,623,300	23,765,796	30,839,701	36,759,931	33,842,410	37,396,617
minutes made	13,637,382	14,725,020	18,671,312	21,557,412	20,790,289	22,270,153
minutes received	7,985,918	9,040,776	12,168,389	15,202,519	13,052,121	15,126,464
Average revenue per user (ARPU, €)	260.88	270.77	272.29	282.44	264.20	289.50
Mobile penetration rate (%) as at end of period	79.97%	85.03%	89.82%	93.24%	102.21%	110.28%
Mobile inward portings	-	3,188	10,583	15,131	12,447	15,552
Fixed Line Telephony						
Active subscriptions as at end of period	204,222	204,748	230,433	241,115	245,848	247,346
prepaid subscriptions	-	43,117	46,876	46,298	54,369	55,112
postpaid subscriptions	202,116	159,296	181,386	192,954	188,636	189,326
other subscriptions	2,106	2,335	2,171	1,863	2,843	2,908
Outgoing voice calls	227,312,764	205,689,991	195,539,792	203,308,405	219,276,898	211,554,615
Outgoing voice traffic minutes	823,147,121	702,758,521	640,494,802	660,943,862	736,083,511	721,786,642
Fixed line inward portings	-	-	802	6,226	3,904	4,095
Internet						
Active Internet subscriptions as at end of period	89,584	95,737	87,587	102,908	111,543	119,422
dial-up subscriptions	40,225	29,436	5,426	1,993	694	50
broadband subscriptions	49,359	66,301	82,161	100,915	110,849	119,372
cable subscriptions	21,150	32,873	42,185	51,983	54,221	51,319
DSL subscriptions	28,209	33,428	39,027	46,050	52,815	63,394
wireless subscriptions	-	-	949	2,882	3,813	4,659
Fixed broadband penetration rate (%)	12.19%	16.26%	20.03%	24.40%	26.84%	28.91%
Pay TV						
Active Pay TV subscriptions as at end of period	103,984	109,387	124,274	132,632	139,336	144,203
analogue subscriptions	89,514	72,753	65,305	48,448	29,100	13,391
cable subscriptions	89,514	72,753	65,305	48,448	29,100	13,391
digital subscriptions	14,470	36,634	58,969	84,184	110,236	130,812
cable subscriptions	9,396	25,673	37,475	52,012	65,265	70,366
DTTV subscriptions	5,074	10,961	21,494	32,172	44,971	60,446
Post						
Postal mail volumes	18,171,941	59,778,023	51,097,740	47,439,753	44,710,245	44,486,951
letter post items	11,984,418	35,486,780	23,538,017	19,963,332	15,896,353	16,925,659
bulk mail items	5,988,331	23,267,267	26,477,197	26,641,055	27,881,661	26,541,190
registered mail items	186,821	977,678	1,026,841	765,267	850,066	944,449
parcel mail items	12,371	46,298	55,685	70,099	82,165	75,653

A.0	Mobile Telephony	
A.1	Active subscriptions	
	prepaid subscribers	Prepaid subscribers having a MSISDN with registered inbound or outbound activity within 90 days of the period stipulated.
	postpaid subscribers	Postpaid subscribers having a MSISDN with registered inbound or outbound activity within 30 days of the period stipulated.
A.2	Outgoing voice calls	Number of calls originating from local mobile networks and terminating on fixed and mobile network operators.
A.3	Outgoing voice traffic minutes	Number of minutes originating from local mobile networks and terminating on fixed and mobile network operators.
A.4	Outgoing SMSs	Number of SMSs originating from local mobile networks and terminating on fixed and mobile network operators.
	Outgoing MMSs	Number of SMSs originating from local mobile networks and terminating on fixed and mobile network operators.
		retinuer of 3435 originating from ocal mobile networks and terminating on fixed and mobile network operators.
A.6.1	Roaming activity - minutes	
A.0.1	outbound roaming activity	Number of minutes originated by your subscribers while spaning abroad as not TAD recorded during the paried
	minutes made minutes received	Number of minutes originated by your subscribers while roaming abroad as per TAP records during the period. Number of minutes received by your subscribers roaming abroad as per TAP records during the period.
A 6 2	Inbound roaming activity	retinible of minutes received by your subscribers rounting durious as per TAX records during the period.
71.0.2	minutes made	Number of minutes originated by foreign subscribers roaming on your mobile network as per TAP records during the period.
	minutes received	Number of terminated minutes received by foreign subscribers roaming on your mobile network as per TAP records during the period.
	des received	
A.7	Average revenue per user (ARPU, €)	Total revenues of the operator divided by the average active subscribers during the period. [Revenues include the total revenues from all outgoing and incoming activity registered by all active postpaid and prepaid subscribers, including outbound roaming revenues and interconnections revenues BUT EXCLUDING inbound roaming revenues. Average active subscribers includes the average active postpaid and prepaid MSISDNs (CODE 1.1.1) during the period (ie subscribers at the end of the period, divided by 2).
A.8	Mobile penetration rate (%)	Measured as the total number of mobile subscriptions per population.
A.9	Mobile inward portings	Number of portings from each individual operator that were completed successfully within the time limits of the specification (1 day or if quota is applied).
B.0	Fixed Line Telephony	
B.1	Active subscriptions	Connections which made and received any call within 90 days of the period stipulated.
	prepaid subscriptions	Number of active subscriptions on a prepaid service having a fixed telephony connection at the end of the period.
	postpaid subscriptions	Number of active subscriptions on a postpaid service having a fixed telephony connection at the end of the period.
	other subscriptions	Number of active subscriptions not having a standard fixed telephony connection at the end of the period (incl. dual and 30 channel subs).
B.2	Outgoing voice calls	Number of calls originating from local fixed networks and terminating on other fixed and mobile networks.
B.3	Outgoing voice traffic minutes	Number of minutes of calls originating from local fixed networks and terminating on other fixed and mobile networks.
	Fixed line inward portings	Number of portings from each individual operator that were completed successfully within the time limits of the specification.
5	inca inica initiata porcingo	reamber of porting from each matrices of the completed deceasing from the affecting of the specimens.
C.0	Internet	
C.1	Active Internet subscriptions	Connections having recorded a transaction within 90 days of the period stipulated.
	dial-up subscriptions	Connections which made a call to an internet number (2188 or 2186) within the last 90 days
C.1.2	broadband subscriptions cable subscriptions	Connection to the internet which are 'always on' and have a speed of more than 128kbps.
	DSL subscriptions	Cable connections to the internet which are 'always on' and have a speed of more than 128kbps. DSL connections to the internet which are 'always on' and have a speed of more than 128kbps.
	wireless subscriptions	WiMax connections to the internet which are 'always on' and have a speed of more than 128kbps.
	other subscriptions	Other broadband connections to the internet which are 'always on' and have a speed of more than 128kbps.
C.2	Fixed broadband penetration rate (%)	Measured as the total number of fixed broadband connections per population.
D.0	Pay TV	
D.1	Active Pay TV subscriptions	Connections which have been receving a Pay TV service within the past 90 days from the period stipulated.
	analogue subscriptions	Connections which have been receveing an analogue Pay TV service within the past 90 days from the period stipulated.
	cable subscriptions	Connections on a cable platform which have been receveing an analogue Pay TV service within the past 90 days from the period stipulated.
	DTTV subscriptions	Connections on a DTTV platform which have been receveing an analogue Pay TV service within the past 90 days from the period stipulated.
D.1.2	digital subscriptions	Connections which have been receveing a digital Pay TV service within the past 90 days from the period stipulated.
	cable subscriptions	Connections on a cable platform which have been receveing a digital Pay TV service within the past 90 days from the period stipulated.
	DTTV subscriptions	Connections on a DTTV platform which have been receveing a digital Pay TV service within the past 90 days from the period stipulated.
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E.0	Post	
E.1	Postal mail volumes	
	letter post items	Volume of domestically-originating letter post items excluding bulk mail falling within the reserved and unreserved area.
	bulk mail items	Volume of domestically-originating bulk mail letter items.
	registered mail items	Volume of domestically-originating registered mail items.
	parcel mail items	Volume of domestically-originating and domestically-bound parcels.